## **CLAIMS**

- A method for luminance noise filtering, comprising:
   inputting a region of pixel data from an image sensor; and
   determining a virtually filtered luminance from the region of pixel data for a pixel location within the region.
- 2. The method of claim 1, further comprising:
   determining interpolated color components for the pixel location from the region
   of pixel data.
  - The method of claim 2, further comprising:
     determining a reference luminance for the pixel location from the interpolated
     color components.

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- 4. The method of claim 3, further comprising: selecting between the virtually filtered luminance and the reference luminance as a final luminance of the pixel location depending on an adaptive luminance.
- determining a threshold value from the adaptive luminance;
  selecting the virtually filtered luminance if an absolute of a difference between the
  virtually filtered luminance and the reference luminance is less than or equal to the
  threshold value; and

5. The method of claim 4, further comprising:

- selecting the reference luminance if the absolute of the difference between the virtually filtered luminance and the reference luminance is greater than the threshold value.
- 6. The method of claim 5, wherein the adaptive luminance is determined from an overall brightness of a previous image.
  - 7. The method of claim 5, wherein the adaptive luminance is determined from an

average reference luminance for a predetermined region of pixel data.

8. The method of claim 5, wherein the threshold value is greater when the adaptive luminance is lower.

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- 9. The method of claim 4, wherein the adaptive luminance is indicated by an auto exposure gain for the image sensor.
- 10. The method of claim 4, wherein the adaptive luminance is indicated by the reference luminance.
  - 11. The method of claim 1, wherein the virtually filtered luminance is determined by averaging a respective pixel data multiplied with a respective weighting coefficient for each pixel location of the region.

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- 12. The method of claim 1, wherein the image sensor is part of a hand-held image pick-up device having minimized line memory capacity.
  - 13. A system for luminance noise filtering, comprising:

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- a memory device for storing a region of pixel data from an image sensor; and a noise filter for determining a virtually filtered luminance from the region of pixel data for a pixel location within the region.
  - 14. The system of claim 13, further comprising:

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- a matrix for determining interpolated color components for the pixel location from the region of pixel data.
- 15. The system of claim 14, wherein the matrix determines a reference luminance for the pixel location from the interpolated color components.

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16. The system of claim 15, wherein the noise filter selects between the virtually

filtered luminance and the reference luminance as a final luminance of the pixel location depending on an adaptive luminance.

17. The system of claim 16, further comprising:

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a data processor that determines a threshold value from the adaptive luminance; wherein the noise filter selects the virtually filtered luminance if an absolute of a difference between the virtually filtered luminance and the reference luminance is less than or equal to the threshold value; and

wherein the noise filter selects the reference luminance if the absolute of the difference between the virtually filtered luminance and the reference luminance is greater than the threshold value.

- 18. The system of claim 17, wherein the adaptive luminance is determined from an overall brightness of a previous image.
- 19. The system of claim 17, wherein the adaptive luminance is determined from an average reference luminance for a predetermined region of pixel data.
- 20. The system of claim 17, wherein the threshold value is greater when the adaptive luminance is lower.
  - 21. The system of claim 16, wherein the adaptive luminance is indicated by an auto exposure gain for the image sensor.
- 25 22. The system of claim 16, wherein the adaptive luminance is indicated by the reference luminance.
  - 23. The system of claim 13, wherein the virtual luminance is determined by averaging a respective pixel data multiplied with a respective weighting coefficient for each pixel location of the region.

- 24. The system of claim 13, wherein the image sensor is part of a hand-held image pick-up device having minimized line memory capacity.
- 25. A system for luminance noise filtering, comprising:
   means for inputting a region of pixel data from an image sensor; and means for determining a virtually filtered luminance from the region of pixel data for a pixel location within the region.
- 26. The system of claim 25, further comprising:
   means for determining interpolated color components for the pixel location from the region of pixel data.
- 27. The system of claim 26, further comprising:
   means for determining a reference luminance for the pixel location from the
   interpolated color components; and

means for selecting between the virtually filtered luminance and the reference luminance as a final luminance of the pixel location depending on an adaptive luminance.